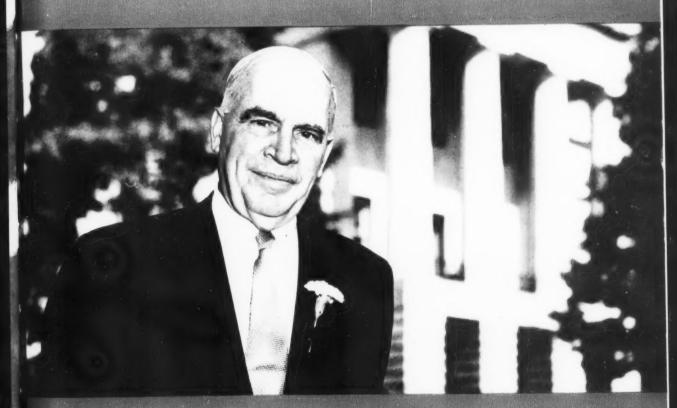
CTENCER

DETROIT PUBLIC LIGHT

PUBLIC RELATIONS JOURNAL

APRIL 1960



PUBLIC RELATIONS-A MUST FOR GOOD GOVERNMENT

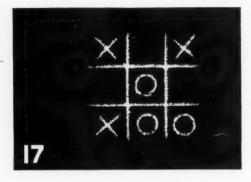
By Governor Luther H. Hodges of North Carolina

See Page 6

Social Sciences Detroit Public Library 5201 Woodward Avenue Detroit 2, Michigan

3-12

75 CENTS



SELECTION is more critical than ever

In the competition of today's marketing, the advertiser who selects and reaches his market with the greatest accuracy usually wins. And magazines have always furnished the greatest freedom of SELECTION of any mass communications technique. Analyze your market any way you like—by income, age, education, in-

terests, or other criteria—you will find a magazine or combination of magazines which will fit. It is both possible and practical to buy a magazine or list of magazines that almost exactly parallels your marketing strategy. This means that each advertising dollar can concentrate its energy on real prospects.

Medic



One of a series of advertisements sponsored by Time Inc., publisher of Time, Life, Fortune, Sports Illustrated, and International Editions of Time and Life. Each advertisement delineates what this collage graphically suggests—eighteen of the values that make advertising in magazines a uniquely powerful force for selling: 1. Specific Appeal 2. Information 3. Ideas 4. Anticipation 5. Change 6. Change of Pace 7. Beauty 8. Loyalty 9. Concentration 10. Perception 11. Confidence 12. Solidity 13. Authority 14. Retail Tie-ins 15. Response 16. Privacy 17. SELECTION 18. Audience.

HELP HOPE



This summer, a fully equipped hospital ship will sail for Asia. It will be staffed with scientists, doctors, nurses. Aboard will be the most advanced medical equipment, teaching aids and miracle drugs needed for a floating medical center and school.

This will be the first step in a notable program to share America's amazing progress in medicine with less fortunate peoples. We have no greater gift than the knowledge that has conquered disease, extended our life span and relieved pain and suffering.

This is Project HOPE.

It is a mission of the People-to-People Health Foundation. With the S.S. HOPE will go the heart and hand of the American people and American business, whose contributions will make the project possible.

Many industries are already helping. The Advertising Council is sponsoring the Project. The President, other government leaders, members of Congress applaud it.

We commend this mission to you, to your managements and your clients.

What can you do? Contribute your financial and professional support. Urge your managements and your clients to contribute and acquaint their employees, communities and business contacts with HOPE, through publications, reading racks and other media.

Project HOPE means...

Health Opportunities for People Everywhere



Medical care is an important aim but.

teaching medical personnel is the primary objective.



Hill and Knowlton, Inc. **Public Relations Counsel** 150 East 42nd Street. New York 17, N. Y.

Project Hope, P.O. Box 9808, Washington 15, D.C.



THE PLANNED APPROACH IN FINANCIAL at ion RELATIONS THE PLANNED APPROACH IN FINANCIAL at ion share tisen

"Our company believes in a planned approach to good relationships with the financial community just as with our employees, customers, suppliers, and neighbors. Key financial groups are, of course, shareholders, security analysts, investment bankers, the press, and the growing ranks of private investors. The job of communicating with these groups intelligently and effectively is a joint effort of financial management and the public relations staff.

"Specifically, we try to see that all of them are well informed in

NEW YORK CHICAGO BOSTON

50 Broadway 711 W. Monroe St. 388 Newbury St.

their areas of special interest about Cyanamid's diverse operations—through regular mailings to shareholders and employees, advertisements in publications aimed at the financial community, systematic communication with security analysts, and frequent individual meetings with investment bankers.

"We at Cyanamid believe that the systematic distribution of accurate information is helpful in building inves-

tor acceptance William A. Durbin Director, Public Relations American Cyanamid Co. new financing for future growth."



D

Ro

D

Ti

JA

G

BARRON'S

A Dow-Jones Publication

LOS ANGELES CLEVELAND
2999 W. 6th St. 1325 Lakeside Ave.

A JOURNAL OF OPINION IN THE FIELD OF PUBLIC RELATIONS PRACTICE

PUBLIC RELATIONS JOURNAL

VOLUME XVI

Published by:

of America, Inc.

Executive Director

Public Relations Society

(MR.) SHIRLEY D. SMITH

APRIL 1960

For Good Government Governor Luther H. Hodges

ON THE COVER: Governor Luther H. Hodges, of North Carolina, author of the

JOURNAL's lead article, "Public Relations-A Must for Good Government." Under Gov-

ernor Hodges' leadership, North Carolina has made a great thrust forward. In this article,

he outlines the program which has helped his state progress. See page 6.

Public Relations —A Must

NUMBER 4

	The Governor has applied public relations policy and practice to state government for five years.	
Verne Burnett Editor	Ambassadors in Blue Colonel C. B. Whitehead Pacific Air Force personnel has been responsible for tangible results in a community relations program.	14
MARY E. MCNEILL Executive Editor WILLIAM W. COOK	That Speech- Writing Chore	19
Stephen E. Fitzgerald Bill Foreman David Goodman Roy Leffingwell David Lewis	Art Shows On the Road	22
DAVID LEWIS ROBERT L. L. McCormick TED B. SHERWIN JAMES H. STACK ROBERT VAN RIPER Contributing Editors	An Award Can Be A Public Relations Plus	27
G. M. LEWANDER Advertising Director	Will the Editor Read It?	29
Editorial and Advertising Office: 375 Park Avenue	Books in Review	. 31
New York 22, N. Y. PLaza 1-1940	Challenge to Public Relations Earl W. Kintner	32

Published monthly, copyright 1960 by the Public Relations Society of America, Inc., 375 Park Avenue, New York 22, New York. Kenneth Youel, President; Harold B. Miller, Vice President; Bert C. Goss, Treasurer; John L. Fleming, Secretary; Shirley D. Smith, Executive Director, Of the amount paid of dues by Active and Associate Members of the Society, \$7.50 is for a year's subscription for the PUBLIC RELATIONS JOURNAL. Reentered as second class matter October 29, 1954, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates: \$7.50 a year domestic, \$8.50 a year foreign; \$13.50 two years domestic, \$15.50 two years foreign; \$18. three years domestic, \$22. three years foreign.

STATE OF NORTH CAROLINA PHOTO

Editorial

VALUES OF PUBLIC RELATIONS IN GOVERNMENT AND BUSINESS

• Governor Luther H. Hodges of North Carolina has written the lead article in this issue of the JOURNAL. The editors had heard of the job he has been doing in applying public relations policy and practice to state government and asked him to give us his story.

After 30 years in textile manufacturing and marketing, along with federal government experience in Washington and overseas, he was urged by friends to become a candidate for lieutenant governor in his state in 1952. He was elected. Two years later the governor died and Mr. Hodges succeeded him. Later he won his own present four-year term in a general election.

He gives one of the strongest endorsements to public relations we have ever seen. Even in his opening paragraph he writes, "I am more convinced than ever that public relations is an essential and valid function of government. When we realize that government is the people's business, there is actually more reason and need for the practice of public relations in the management of government than in the management of private business."

Numerous states, he points out, employ public relations specialists for work in many state agencies, including highways, personnel, health, welfare, industrial development, water, employment security, labor, agriculture, shipping and motor vehicles. Public relations in government has indeed become a vital and far-reaching activity.

North Carolina ranks as the South's number one industrial state, but it was economically out of balance. About 50 per cent of its existing industry was concentrated in one tenth of its counties. The remaining activity was devoted largely to farming and forestry. Therefore, local communities and areas were encouraged to organize their own industries to process available natural resources. Universities and colleges did a yeoman's job by helping with research and education.

Much of Governor Hodges' public relations effort has been expended within the state—including about 200 speeches per year and 50,000 miles of travel. Also delegations from the state visited the major industrial centers of America seeking to attract new business. The results, as you can read, were simply amazing, even during the recession period of 1958.

But the public relations campaign went still further. About 70 of the state's industrial leaders, at their own expense, scoured resurgent Western Europe with an 11,000 mile air tour to arouse interest in planting business activity in scaports and industrial and business locations in North Carolina.

Another article in this issue of the JOURNAL tells about some of the public relations work the U. S. Air Forces are conducting in the Pacific area, comprising

40 per cent of the world's surface.

One of our training planes crashed in the center of a heavily populated downtown area. Naturally local resentment flared up and Communists quickly went to work to stir up trouble. They circulated petitions demanding that Americans be expelled.

While the smoke was still rising from burning buildings, the American base commander arrived to offer his personal condolences to families involved in the tragedy—something highly important in the Orient. Right behind him came Air Force trucks bringing tents for temporary shelter for the homeless. More trucks brought in food to take care of unfortunate families for the next two weeks. Within a few hours, all settlements of accounts had been arranged. So few of the local people signed petitions that the Communists abandoned their efforts to get signatures.

This is only one of numerous examples of what our armed forces do in building public relations abroad.

A kind of brass tacks article tells about "That Speech-Writing Chore." Speakers for all kinds of meetings are in great demand from organizations throughout America and abroad. Many excellent books and magazine articles have been written on this subject, but this one article seems to us to distill the most significant guidance. Public speaking provides a person-to-person touch which is vastly helpful in building public understanding and good will. Any public relations practitioner who has to work on speeches for his employers or clients—or himself—should acquire useful hints from reading this article.

Other appetizing fare offered in this month's issue shows how public relations has entered such fields as art and fashions. For some years, traveling art exhibits have been offered for display in many parts of the country and to some extent abroad. In the case of one company at least the success has been so considerable that an additional touring art exhibit has just been created. It already has been booked solid until June of 1961.

The technique of public relations awards can provide a great plus if they are really appropriate, well planned, and expertly administered. This month's issue tells about one that meets such requirements.





Of course I'm sure.
I read it
in Newsweek

The world-wide newsweekly for communicative people

PHOTO COURTESY BOCA RATON HOTEL AND CLUB, FLORIDA



Public Relations—A Must For Good Government

By Luther H. Hodges
Governor of North Carolina

• After five years experience as Governor of North Carolina, I am more convinced than ever that public relations is an essential and valid function of government. When you realize that government is the people's business, there is actually more reason and need for the practice of public relations in the management of government than in the management of private business.

Yet there is still much misunderstanding about what place, if any, that public relations should have in government. Good, constructive programs are often handicapped because government officials do not understand or appreciate how modern public relations techniques could help earn public understanding and support.

People and politicians

Perhaps my approach to politics and government may be somewhat different, but I have always thought that the people were way ahead of the politicians in an understanding of the issues and the problems, and usually they were not too far behind the statesman. I believe that a candidate or office holder who has something to offer should speak out frankly and candidly on public issues, even when his statement may appear to threaten his political future. In the long run, people will respond to honest answers for difficult problems and the public

official will gain support—politically and otherwise—for his program.

You might say that good public relations for a public official can be defined: (1) have something constructive to offer, (2) do a good job, and (3) tell the truth about it.

The State of North Carolina, like many states, employs public relations specialists for work in many state agencies, including highways, personnel, health, welfare, industrial development, water, employment security, labor, agriculture, shipping, and motor vehicles. My own private secretary, who was with me for five years, was an experienced public relations man.

These specialists, if they are trained

partme bered gins at indust ment respor him to the jo must standi rect p

and ca

and with the ington come ernor was not be politically been a citizen.

ber o

and o

would men partic zation impre each as p ment

rated plish soon politi is ac and litica rect

rect local cal their ing a

Gov one ener

tuna this and capable, provide a valuable and necessary service in their various departments. Yet it must be remembered that good public relations begins at the top, whether in business, industry, or government. A department head cannot delegate this total responsibility to a specialist, relegate him to some back room and expect the job to be done by him. There must be an awareness and understanding from those who make or direct policy.

In 1952, after more than 30 years in textile manufacturing and selling, and following several assignments with the federal government in Washington and overseas, I decided to become a candidate for Lieutenant Governor in North Carolina. This decision was not easily reached because I had not been actively engaged in statewide political campaigns, although I had been an active voter and civic-minded citizen.

For many years as an active member of a civic club, I had recognized the basic fact that our political parties and our various levels of government would never rise above the type of men and women who operated the parties and the governmental organizations. I have always been greatly impressed with the vital necessity for each citizen to participate as actively as possible in politics and government.

The science of government

ally

re-

de-

ruc-

and

like

ons

tate

on-

vel-

ity,

and

cre-

ars.

ons

ned

Actually, the two cannot be separated because if you want to accomplish something in government you soon find you must work through a political party to get results. Politics is actually the science of government, and we should never forget that political parties and political leaders direct and operate our federal, state and local government. It is through political parties that the people express their will at the polls, whether selecting a constable or a president.

In my campaign for Lieutenant Governor I made no promises to anyone other than that I would devote my energies and efforts to building a better state for all our people. I was fortunate enough to be elected, served in this capacity for approximately two

years when the Governor died suddenly and thereby catapulted me into the Governor's chair to complete his remaining two years. I later won my own four-year term in a general election.

With my business background, I brought into public office a keen awareness that public relations is a basic responsibility of management—whether management in government or business. In government, a political leader (including the Governor) cannot move ahead just by giving orders. He has to "sell" himself, his ideas and his programs.

Too many businessmen and industrialists who made great successes in the business world are dismal failures in politics and government. Why is this? Probably because too many of these new public servants try to give orders, get terribly impatient with gov-

every citizen, and if they would use their usual direct, straightforward approach and not try to appear as "big shots," then they would do much better and would achieve success rather than failure.

A businessman governor

As a businessman governor, without promises having been made, I set out to do everything I could to improve the economic condition of our state. It was difficult for me to believe that our state was actually 44th in per capita income among the then 48 states. So, I had the University of North Carolina statisticians double check this fact. This proved that we were just as bad off as the statistical tables said we were.

Although North Carolina ranks as the South's number one industrial state, we are confronted with some



IN STUTTGART, GERMANY, Governor Hodges (right) chats with Dr. Theodor Heuss (center), former President of the German Federal Republic, and American Consul General Alan B. Morehead. The Governor spoke at a luncheon for 300 German business and industrial leaders in Stuttgart.

ernment bureaucrats (many of whom are honest, hardworking, and dedicated people) and fail to practice good public relations. If these businessmen would study and learn politics and government as they do their own business problems, if they would practice their best employee relations, if they would realize that government is our biggest business touching the lives of tremendous economic problems, not to mention a swiftly-moving economic transition. Our state has the nation's largest farm population. In the nation as a whole, the number of people engaged in farming is about 12 to 13 per cent. In North Carolina it is nearly 30 per cent. Also, we have the second largest number of farms of any state.

Continued on Page 8



GOVERNOR HODGES gives an interview on NBC "Monitor" while in New York with a "good will" mission of industry-hunting North Carolinians.

So it is easy to see that our economy is out of balance from the standpoint of the number of people we have on the farms, and something had to be done to provide new economic opportunities for the increasing number of farm people who could not continue to depend upon farming for a livelihood.

To complicate the situation even more, North Carolina is the world's greatest producer of flue-cured tobacco and this means, of course, that is the major cash crop. Tobacco growing has its serious problems. Markets can be uncertain and a sudden drop in tobacco income has very severe effects upon our state's total economy. For example, in 1957, due to a number of factors, farm income from tobacco alone dropped \$137,300,000 below the previous year, or a decrease of 27.1 per cent. As a result of this single farm income loss, and in spite of a record year of industrial growth in which we secured \$53,709,000 of new payrolls, North Carolina per capita income dropped from 44th to 45th in the nation.

Our state leads the South in industrial production, with this industrial growth built primarily upon three giant natural resources — cotton, to-

bacco and forests — which translate into textiles, tobacco processing and furniture manufacturing. These primary industries have contributed a great deal to our industrial development, but they are traditionally not high pay industries.

My program to help solve these pressing economic problems included heavy emphasis on industrialization, a better distribution of diversified industry in the state (50 per cent of the existing industry could be found in 10 of our 100 counties), encouragement of local communities to organize their own industries to process available natural resources, more food processing, agricultural diversification, better forestry utilization, and the organization of a research committee to do something about the educational resources available in the close proximity of the University of North Carolina, Duke University and North Carolina State College.

Good public relations begins at home, so I began an intensive campaign of selling this program and its potential to the people of our own state. This involved making around 200 speeches a year and traveling (mostly by air) some 50,000 miles a year. I spoke to almost every conceiv-

able type of group or organization—civic, trade, rural, farm, chamber of commerce, educational, church, fraternal, professional, veterans, etc. A full text of each speech was provided to all news media as a standard procedure, and press, radio and television helped tremendously in spreading my messages.

One stak

thei.

Adv

act

issu

ges

mo

in

of i

fici

the

the

am

The state moves forward

To help move our state forward, I did many things, including organizing a state travel council, organizing a citizens' committee for better schools which sought to bring better understanding of school problems at the "grass roots" level, encouraging the formation of a statewide organization to keep the state clean and beautiful. participating in forestry conferences on preventing forest fires and teaching small woodland owners how to use better forest practices, stressing water conservation and clean-up of polluted streams, promoting establishment of industrial education centers for young people and adults so that industry could find reservoirs of trained workers, working with a statewide traffic safety council, originating a rehabili-

Continued on Page 10

how to find community leaders

One good way is to seek out the people who have a vital stake in community progress, community issues. Presidents, owners, partners and top executives of business, for example—men who are called upon by their fellow-citizens to contribute their business and professional skills to the more efficient handling of community affairs. NATION'S BUSINESS surveyed a cross-section of its 750,000 subscribers and found that:

...5 out of 10 engage in community activities—work on school and hospital boards, safety committees, industrial development programs, city planning,

on of

frac. A vided roceision g my

rd, 1

izing

ng a

nools

nder-

the

the

ation tiful.

ences ching use use

uted

nt of

oung

ISTRY

ork-

affic

ibili-

e 10

financing, water supply, zoning, park development, Mayors' committees, and more.

- ... 7 out of 10 are active members of one or more local service clubs—Chamber of Commerce, Lions, Rotary, Kiwanis, Elks, veteran organizations.
- ... 43% had corresponded with their Congressmen in the past three years on legislation of national and local importance.
- ... 44% make speeches—to employees, business groups or civic groups on topics of community, business or professional interest . . .

how to move community leaders

Advertise to them in a medium that moves them to action. NATION'S BUSINESS, for example. Issue after issue, NATION'S BUSINESS presents programs and suggestions for action, urges businessmen to participate more frequently in community and national affairs... in local, state and national politics... in the shaping of legislation and the choice of candidates most beneficial to community and business growth. They know that action makes things happen. Some measure of their participation lies in the fact that in 1959, for example, 21,389 business firms purchased 526,574 reprints

of Nation's Business articles . . . to use as guides in formulating their own community-growth programs . . . as springboards for speeches, letters-to-the-editor (and Congressmen) . . . as a basis for political action . . . and in hundreds of other ways they considered in the best interest of their communities and their businesses. In the pages of Nation's Business, you talk to community leaders at a time when they are on the lookout for new ideas they can use in these fields—making it an ideal vehicle for any public relations advertising aimed to spur action.

Some leading Public Relations
Advertisers in NATION'S BUSINESS:
American Trucking Association
Paper Cup & Container Institute
Union Carbide Corporation
American Telephone & Telegraph Corp.
Association of American Railroads
Portland Cement Association
Cotton Fibre Paper Manufacturers
Cast Iron Pipe Research Association
National Lighting Bureau
National Wiring Bureau
Aluminum Company of America



Nation's Business

READ BY MEN WHO OWN AMERICA'S BUSINESS AND INDUSTRY

711 THIRD AVENUE, NEW YORK 17, NEW YORK

tation program to deal with four vicious hurricanes which struck us, and naming a statewide committee on court reform to implement a state bar association study on the administration of justice.

Each of these projects, whether originated within or without government, required good public relations to succeed. Each project offered something constructive, had leading citizens hard at work on its aims and objectives, and needed communication and interpretation to inform and inspire our people and our communities.

It was quickly learned that people would respond to objective, energetic leadership. There was a warm response from local leaders, whether business, professional, civic or agricultural, and since 1955 there have been more than 200 local or regional development organizations formed to carry out their own development programs for their own cities, counties and areas-whether the primary need seemed to be agricultural, industrial, educational, etc.

Business development funds

To provide long term venture capital for small local industries, I helped

· After 30 years in textile manufacturing and marketing, along with federal government experience in Washington and overseas, LUTHER H. HODGES became a candidate for Lieutenant Governor of North Carolina. He was elected, and two years later succeeded to Governorship in November, 1954. In November, 1956, he won his own four-year term as Governor. He has put on an intensive campaign to sell his improvement program for North Carolina to people of his state, the nation and the world. He has been successful because North Carolina has made tremendous economic progress in the five years he has been Governor. In the summer of 1959, Governor Hodges, with eight other American governors, made an extensive tour of the Soviet Union, and in November, 1959, he served as head of his state's Trade and Industry Mission to Europe. •

raise one million dollars in stock within our state to establish the North Carolina Business Development Corporation. In addition, we obtained as "members" many of the financial institutions of the state which provided funds. During the past three years, the NCBDC, a private institution, has approved 97 loans totaling more than \$10,800,000 which included \$1,600,-000 participation by banks in 23 of the individual loans. Each loan has resulted in the expansion of production and an increase in employment. More than 13,000 jobs have been created or maintained by these loans, and this is what really counts because we have been striving mightily to provide jobs, pay checks and economic opportunity for our people.

Our state's industrial growth in recent years has been phenomenal. We have succeeded in shattering most of our own development records since 1956, while usually running far ahead of the regional and national expansion averages. In 1958, while the nationsuffering the effects of serious recession-invested 17.4 per cent less in new and expanded industrial facilities, North Carolina registered an increase of 32.5 per cent. In 1959, North Carolina recorded 571 new or expanded industries, as compared to 423 in 1958—an increase of 35 per cent. This growth provided new jobs for 36,321 North Carolinians—a gain of 67 per cent over 1958. New payrolls in 1959 amounted to \$118,268,000, an increase of 62.8 per cent over 1958.

Our research project involving the University of North Carolina, Duke University and State College has developed into the Research Triangle, a brand-new, modern 4,500-acre research park on campus located within a 15-minute drive to the campus of any one of these three great institutions. The Chemstrand Corporation is now building its regional research laboratories there, a modern research institute for contract research will break ground soon and plans for the Camille Dreyfus international center for polymer chemistry have been announced for the Triangle. This great non-profit project of the Triangle was made possible by the dedicated work of a small group of public-spirited business leaders who raised the necessary capital of more than \$1,500,000 in private funds from corporate and private donors in North Carolina.

Enthusiasm and hard work

This is dramatic evidence of the great forward thrust of our state and its people. It has been made possible by the enthusiasm, hard work and dedication of many individuals, communities, counties and organizations, It has also succeeded because the state has a record of achievement and has used every possible means of telling its story of economic opportunity and progress to the nation and to the world. Our State Department of Conservation and Development has told its story to the business and industrial world through a hard-hitting, imaginative advertising campaign in national magazines and newspapers.

My travels and speeches have taken me throughout America from New England to California and to Florida. Last summer I did not miss an opportunity to sell our state while spending 21 days in the Soviet Union as one of nine visiting American governors.

Our state has made national and international news within the last two years in the efforts of "good will" missions to New York, Chicago and Philadelphia. Each trip made by a group of public-spirited business and industrial leaders, who paid all their own expenses, was a successful case history in effective public relations. Our story was very simple: when you are expanding your business in a growing America, take a look at what we have to offer.

It was my privilege to lead a group of 25 volunteers to New York City in the Spring of 1958, another group of 75 volunteers to Chicago that Fall and more than 100 Tar Heels to Philadelphia in the Spring of 1959.

The reaction and tangible results of these missions amazed us. Many people in return did visit us in increasing numbers and all of this played a vital part in the industrial growth of the state. Meanwhile, our volunteers were on fire with the spirit of industrial development and carried to their indi-

Continued on Page 12

Everyone reads between the lines

An insurance agent does a lot of important reading.

Every day, business firms send him pamphlets, brochures, financial reports. When he looks through this printed material, he unconsciously reads between the lines — sizes up the company and its products by the impression these booklets make on him. Is the message clearly and tastefully presented? Are the pictures sharp? Does the paper have the appearance of quality? Any company that shows respect for readers through this kind of attention to detail will win respect in return. Respectful printing begins with a good printer. See him early. Most likely he'll prefer a Warren paper, because he'll get better results — and so will you. S. D. Warren Company, 89 Broad St., Boston, Mass.



ited ces-000

and

the and ble

and mens. ate has its and the onold rial ıgina-

cen ew da. oring of

inwo isnilup uswn ory ory exng ve

up in

of

nd la-

of

0-

ng

tal

he ere

le-

di-

12

printing papers make a good impression

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS



125 Skilled Readers Receive Your Instructions Immediately

ONE READING ROOM enables closer supervision and control . . . provides more thorough service. This centralized reading operation in Livingston, New Jersey allows Burrelle's to offer you a clipping service that is PROMPT and THOROUGH. Clippings from daily and weekly newspapers, magazines and trade publications. Clippings may be ordered on a national, regional or local basis.

Burrelle's PRESS CLIPPING BUREAU

SALES OFFICES

1868 Columbia Road, NW, Washington 9, D. C.
Magee Building, Pittsburg 22, Pennsylvania
14 East Jackson Blvd, Chicago 4, Illinois
WAbash 2-5371
1456 N. Crescent Hts. Blvd., Los Angeles 46, Cal.
Oldfield 6-0304

OPERATIONS

75-89 E. Northfield Ave., Livingston, N. J.

165 Church St., New York 7, N. Y.

WYman 2-6600

Phone BArclay 7-5371

vidual communities this experience and enthusiasm. Our next major problem turned out to be — what area would be our next mission target?

In following the development of trade and industry in America, we had also noted the rapid recovery of the European economy and the apparent need there for new opportunities in manufacturing, markets and investments. After a preliminary survey proved favorable, our State De-

partment of Conservation and Development and the State Ports Authority jointly sponsored a trade and industry mission to Europe. Because of the industrial development work load on our state staff and the need for expert planning and direction, the state retained the services of a Greensboro public relations firm to serve as tour director. John Harden, who heads this firm, flew to Europe in September to check-out the proposed schedule and

make all the necessary arrangements.

More than 100 North Carolina business and industrial leaders clamored to make the trip, although it meant paying their own expenses (approximately \$1200 each), taking two weeks of their own time, and following an exhausting work schedule with little, if any, time for play. After cutting the number to a manageable proportion, we finally made the 11,000mile trip by air the first two weeks of November with a total of 68 people, including the Governor, all of whom paid their own expenses. We covered 10 cities and six countries by dividing into three groups-two of 30 each which visited every other city. and the third (the Governor's) of eight which visited all the cities.

The impact of the trip was excellent and we were overwhelmed by the warm and friendly reception which our mission received. We found from the U. S. State Department and the U. S. Department of Commerce that this was the first such mission ever attempted by an American state. Our arrival in Europe proved to be very timely, and our three groups told our state's story of economic opportunity to approximately 1,600 European business leaders.

Long-range benefits

While the purpose of the trip was to obtain long-range benefits for our state's ports and for future industrial development, we are already getting some immediate benefits. We can expect results in the future through more traffic for our state-owned ports and through European-financed plants or European-controlled franchise agreements. Certainly our mission will result in a better and deeper understanding between our nations and a greater appreciation of our state.

Our trade and industry mission to Europe is still just one dramatic example of what public-spirited people can accomplish for their state if they are willing to work together unselfishly for the common good and keep the public informed. We need the same spirit and enthusiasm all over our great nation if we are going to lick the many problems which face us now and in the future.



businessmen the sales manager and the public relations director both pursue with equal vigor. Executives in this audience are characterized by their responsibility for purchasing, their authority for policymaking, and their preference for The Wall Street Journal (... they rate it "the most useful one" among all publications). In The Journal, you get total advertising value: you influence buying, influence important opinions.

You buy performance with both sides of your advertising dollar when you invest it in The Wall Street Journal.

THE WALL STREET JOURNAL

PUBLISHED AT:

ents olina lamh it (aptwo lowwith cutpro-000eeks peo-1 of We s by f 30 city, of

celthe hich rom the

that ever Our

very told poruro-

was

our trial

ting

exnore

and

s or ree-

re-

dernd a

n to ex-

ople

they iselсеер

the over

lick

now

44 Broad St. HAnover 2-3115

NEW YORK AND WASHINGTON, D. C. CHICAGO 1015 - 14th St., N. W. STerling 3-0164

711 W. Monroe St. STate 2-9400

DALLAS 911 Young St. Riverside 7-1587

SAN FRANCISCO 1540 Market Street UNderhill 3-3250



U. S. AIR FORCE F-86 Super Sabre jet takes off for a training mission against the backdrop of Mt. Arayat on the Pampanga plains in the Philippines.

AMBASSADORS IN BLUE

By Colonel C. B. Whitehead

• A kimono-clad little Japanese girl waved as the sleek, thundering U. S. jet fighter pulled off the runway and zoomed low over her flimsily constructed family home.

Three days earlier her father ordered a Communist group off his property when they pressured him to sign a petition demanding the removal of Americans from the Air Base.

This friendly feeling of the Japanese family was no accident. Only months before, heavy Communist propaganda had reduced the local base-community relations to a point where our military mission was impaired. Friction is easily created in land-short countries where air operations use property that might otherwise produce food. And, problems involving jet noise, plus the normal clash of cultures when people from far places are drawn together, complicated good-neighbor relations.

Into this scene came a new base commander — Colonel Frederick M. O'Neill. Hurriedly he organized a base-community council. Differences of viewpoints were brought out in the open and both sides started a campaign to remove the causes of irritation.

Definite progress was being made when a training plane crashed into the center of a heavily populated downtown area. Instantly, resentment flared again. Communists quickly seized the opportunity. They shouted and started petitions demanding that the Japanese government remove Americans from the Air Base.

While smoke was still rising from the burning houses, the base commander arrived to offer personal condolences to families involved in the tragedy. This is important in Japanese culture—and sometimes neglected by Americans. Right behind Colonel O'Neill came trucks bringing Air Force tents for temporary shelter of the homeless. More trucks brought in food to last the unfortunate families for two weeks. Within 12 hours, all settlement of accounts had been completed.

The Japanese were so impressed by actions of the base commander that signers of the petition were few. In fact, so few that the Communists abandoned the project.

A new type of combat

We are fighting a new kind of war—and it is as deadly serious as any combat we have ever engaged in. The defense of the Free World depends to a large degree upon U. S. forces backing up the strength of our allies. This requires that our military forces be deployed in far-flung operating bases from which our potential common enemies can be effectively hit, should this become necessary.

But our friends, generally, have democratic forms of government. In every case, public opinion speaks

loudly circum have heads. stand being before relation and in Uni

of win

will a not be fighting common personattent stand mission relation

> Co three tion I Intern forma major WI

USAF

Air E M/Sg Force loudly to those in power. Under such circumstances, it is not enough to have the approval of government heads. The people, too, must understand and approve of our Forces being guests in their country. Never before has there been a community relations problem of this magnitude and importance.

Unfortunately, the art and science of winning the understanding, goodwill and cooperation of people has not been part of the training for our fighting men. However, in the future, community relations and person-toperson relations will be given more attention. We are beginning to understand that to accomplish our military mission we must also be good public relations people.

USAF information program

t in

Community relations is one of the three major activities of the Information Program in the U. S. Air Force. Internal information and public information comprise the other two major divisions.

When the Information Program

was developed some years ago, the importance of community relations as a combat operation was not recognized. The Communists in many ways have forced a new concept of operations upon us. And, in some areas, this gives us an advantage.

In community relations, for example, I think we can be very formidable opponents. For the first time, the military importance of this type of activity has been recognized. This adds a new punch to our program—especially in the Pacific area where those in uniform outnumber personnel in all other U. S. agencies 25 to 1.

We feel that our social science knowledge, upon which community relations activities are based, is considerably better than that of the Communists. At the outset of the Soviet regime, Russian sociology was encouraged by all universities. But soon it was found that the work of the sociologists was not always in keeping with Marxist-Leninist ideology—so sociology programs were soon eliminated. Of course, social research and theory were not completely eliminated, but social science subjects

were not generally given attention for years. Recently, however, the Presidium of the Academy of Science of the Soviet Union announced the founding of a Soviet Sociological Association. This indicates new recognition of this field of study which has been so long neglected.

We believe that our concepts of truth, forthrightness and honesty in deed and action provide a better foundation for community relations success than the Communists' concept which involves subversion, deceit and trickery. We know that freedom of expression is more effective, in the long period, than controlled communication. We know that a good product sells better than second-rate merchandise.

Ambassadors in blue

Our combat airmen have not had training in the social sciences and in the practical application of human relations principles that would be desirable. But the American culture is basically free, open and friendly. Most of us honestly feel that the road to peace is paved with many friendships.

In the Pacific Air Forces area, which covers more than 40 per cent of the world's surface, our community relations program is called, "Ambassadors in Blue." Through hundreds of case studies we know that much of our personnel fully lives up to the name.

Airmen in Korea not long ago demonstrated the spontaneous American cultural pattern of being genuinely friendly. The building which once housed an orphanage had been destroyed years earlier during the fighting. Tents, donated by the Air Force had since served as shelter. A few weeks before Christmas a group of the boys in blue decided to adopt the orphanage as their special project. They approached the three overworked women who operated the institution and asked how they could best help.

With little hesitation it was agreed that bathing facilities posed the most urgent problem. During the summer the children trooped to the nearby Han River to scrub off the dirt. But

Continued on Page 16

TWO MEMBERS of the Japanese-American Community Council at Kadena Air Base inspect kitchen facilities of the Koza Hospital in Koza City, Japan. M/Sgt. William Stowell and Don Allen, a civilian employee of the U. S. Air Force, discuss suggested improvements with the Japanese hospital manager.



this was in the deep of winter and the river was frozen solid. The tents had no provision for water and every drop that could be hand-carried from the river by the short-handed staff was needed in cooking and for drinking.

The airmen rigged up shower stalls. They made shower heads from tin cans and turned an old oil barrel into a heating stove. A tankful of water completed the installation. Operation Bath was ready to start.

It must be admitted that this project was more popular with the orphanage operators than the children. But the party took on a happier tone when each youngster found a new set of clothes under the gayly decorated Christmas tree, which had been set up by the airmen.

Far to the south in the Philippines, where Christmas weather is warm, a string of waddling ducks blocked a main road. An American car, traveling at a good clip, slowed, then stopped, and patiently waited for the ambling fowls to cross.

Two hundred yards down the road a Filipino farmer sprinted toward his entire business capital in life-the flock of ducks. As the accelerating automobile driven by a U. S. airman approached, the farmer smiled and waved his gratitude. The American had made a friend for life-both for himself and his country.

Examples by the dozen

Examples by the dozen can be cited of outstanding case studies in winning the battle for the minds of men. Most of these are not programs generated by our office, or by any military commander. They are spontaneous ideas

• COLONEL C. B. WHITEHEAD, USAF, is Director of the Office of Information, Headquarters, Pacific Air Forces, Hickam Air Force Base, Hawaii. Col. Whitehead was graduated from the University of Texas with a B.A. degree in 1937. After earning his wings as an Air Force pilot he served four years as an instructor in Communications Techniques in the Air Command and Staff School of the Air University. He has been a public relations officer for over ten years. •



DON MUANG AIRPORT, Bangkok, Thailand: S/Sgt. G. C. Peek shows a group of Buddhist priests the Air Force C-124 Loadmaster. The Air Force was invited by the Thais to display late model air weapons during Royal Thai Air Force Day.

of individual airmen, willingly carried out without official guidance. For instance, some of our airmen devote off-duty time to assisting Japanese students learn conversational English. Many amusing situations arise where serious Japanese students find themselves hopelessly bewildered by American speech. One lad still finds it hard to believe that "falling flat on your face" doesn't mean taking a tumble.

More important than teaching English to others is probably the job of teaching ourselves to become proficient in one or more additional languages. Fifth Air Force personnel asked the Japanese to help judge a contest for Americans speaking Japanese. They were delighted, and a fine spirit of comradeship developed.

Trade fairs are another means of cultivating goodwill. They are held on a number of air bases in the Far East each year. Usually they feature local goods, and suggestions are asked about how these products may be sold. One such fair drew 15,000 American and Japanese citizens.

Floods, fires and typhoons

Most dramatic community relations work is in the time of disaster. Floods, earthquakes, fires and typhoons have brought tragedy to areas where Air Force people are stationed. A case in point was the disastrous fire in Niigata, Japan, which was fanned by the winds of a typhoon. Some 6,000 persons were left homeless and 1,150

Continued on Page 18

Railroads are looking up down under in Australia



hai

of

eld

Far

ure

ked

be

000

ons ods. ave Air e in in by

000 150 In Australia, the government recognizes that railroads are the keystone of the nation's transportation system.

So encouragement of the railroads is official policy - and everyone benefits.

In ten years, freight tonnage on Australian railroads went up 22%, employment went up 8% and gross revenue 146%.

In the United States, by contrast, public policies tend to reflect indifference toward the railroads, while they encourage the railroads' competition.

Railroads are burdened with overregulation and excessive taxation while their competition uses highways, waterways and airways built and maintained by the government.

The railroads ask no special favors. All they ask is the equality of treatment and opportunity fundamental to the American concept of free enterprise. Granted this, the public would then be assured of the efficient, low-cost rail service which a dynamic economy and national defense demand.

AMERICAN RAILROADS

WASHINGTON 6, D. C.

residences destroyed. The commander of Niigata Air Base placed all his firefighting units and personnel into the fire lines. The base contributed food and clothing to the sufferers. More

than 19,000 pounds of rations were flown in from Tachikawa.

Many poignant letters told of gratitude for this humanitarian service. But the expresion of gratitude we like to remember best is the little old lady who could neither write nor speak our language. She showed up at the Air Base gate during a driving rain with a well-watered bouquet of flowers. This was presented to the surprised guard, along with much bowing.

Other major programs carried out along these lines include the following: Recently in Japan a "People-to-People" photo contest was held with gratifying success. Thousands of U. S. Forces members and their dependents submitted photographs on an unprecedented scale, each depicting a facet of Japanese life. While the best of these photographs brought prizes to those submitting them, every one participating actually got something of far greater value—an opportunity to get to know the Japanese people and to establish friendships.

By C

• Th

likely

a spe

becon

when

for so

writin

taste,

prope

is an

sands

the ap

ganiza

and c

semin

and c

does a

oppoi

or on

lic au

questi

speak

throw

a min

Livel

W

for go

able s

ably

wheth

himse

sorts.

speak

they

lessor

behin

speec

thoug

seek

befor

repre

churc

To

The "High School Ambassadors Program," in which speakers visit Japanese high schools, also calls for a one-day exchange of American and Japanese students in each others' high schools. This is only one in a number of similar projects. The Boy Scout and Girl Scout programs in which American and Japanese children actively participated in joint undertakings have done much to promote good will among possible future leaders of these two countries.

A cultural acquaintanceship program was a continuous undertaking of the many American and Japanese women's clubs.

Maintaining the friendship of our allies means holding the defense line in the Pacific. Keeping friendships is a goal equal in importance to maintaining constant combat readiness.

In the Pacific Air Forces we must be diplomats, economists, teachers, and businessmen—at our base levels. And, we now have a Community Council established at each Air Force base in the Asiatic area. Making friends forms a fundamental and vital part of our work. Good community relations automatically become an important combat activity.

Airplanes and handshakes—one is as important as the other in the defense chain which the Pacific Air Forces help to maintain along the Far East frontiers of the Free World.

IN CANADA -

Some Things Are Different

Not to the untrained eye, perhaps, but to the man or woman of discernment there are obvious differences between the way of life in Canada and the United States.

American businessmen who seek to communicate with Canadian employees, suppliers, customers, government and the public soon find themselves baffled by undefinable Canadianese. Some even launch enterprises in Canada without knowing that almost a third of Canada's eighteen million people speak French.

Our organization serves a number of U.S. companies doing business successfully in Canada. We are in a position to represent other non-competitive industries or firms now operating in Canada or planning to enter this market.

Editorial Associates Limited
PUBLIC RELATIONS COUNSEL

EXECUTIVE OFFICES: 1255 UNIVERSITY ST. -- UN. 6-9594
MONTREAL, P.Q., CANADA



WHAT'S IN A NAME?

PROSPECTIVE SUBSCRIBERS to the JOURNAL! If you'll send us names of persons you think might be interested in our magazine, we'll gladly send a sample copy to each. Just fill in the coupon below, return it to us, and we'll do the rest.

1. NAME		4.	
COMPANY		COMPANY	
ADDRESS		ADDRESS	
CITY	STATE	CITY	STATE
2.		5.	
COMPANY		COMPANY	
ADDRESS		ADDRESS	
CITY	STATE	CITY	STATE
3. NAME		6.	
COMPANY		COMPANY	
ADDRESS.		ADDRESS	
CITY	STATE	CITY	STATE

That Speech-Writing Chore

By Clifford G. Massoth

our Air with ers,

out lowe-towith J. S.

ece-

et of

hese

hose

tici-

far

get

d to

dors

visit

for

and

high

nber

and

neri-

ively

cings

good

rs of

pro-

aking

nese

our

ps is nain-

S.

must

hers.

evels.

unity

Force

aking

vital

unity

n im-

ne is

e de-

Air

e Far

ld.

• The public relations practitioner is likely to groan when he has to write a speech for himself. The groan may become deeper and more heartfelt when that speech has to be designed for someone else. Usually the speechwriting chore is thought of with distaste, yet no one denies that the proper putting together of a speech is an important public relations skill.

To reach for a figure, tens of thousands of speeches are needed to feed the appetite of service clubs and organizations of all types for luncheon and dinner speakers, as well as for seminars, conventions, conferences and other public gatherings. Seldom does a company like to turn down the opportunity for having its president or one of its officers heard by a public audience, yet all too often the question "can you provide us with a speaker for the 19th?" is likely to throw the public relations office into a minor panic.

lively and memorable

What does it take to meet this need for good speeches-lively and memorable speeches? To start with, it probably is better if the speech writer, whether company or agency man, is himself a public speaker, at least of sorts. Good writers often are not good speakers, and in not being speakers, they are likely to miss some of the essons one learns on the platform or behind the speaker's stand. The speech writer may not relish the thought, but he owes it to himself to seek out opportunities for appearing before audiences, even though they represent no more than neighborhood church, civic and school affairs.

The football coach cannot play the quarterback's game and the speech writer cannot make the speech for the company officer, although there are times each would like to be out on the field or up at the speaker's stand. The company officer generally is a fairly average individual before an audience. But he can be better than average if his speech material is good and if the speech writer will help him to make a good presentation.

Varied handy formulas are recommended in the long shelf of books on public speaking, and some are quite helpful. In preparing to face an audience, the writer has often reminded himself of the little jingle written years ago by John Leifchild:

> Begin low, speak slow; take fire, rise higher; when most impressed, be self-possessed; at the end, wax warm, and sit down in a storm.

If there is an ABC in writing a

speech, it should go something like this: A is to be brief, B is to build your speech on a solid foundation, and C is to put your heart into it. That little formula does not rhyme, but it will take care of both the writing and the giving of a speech.

Lean hard on the blue pencil

Writers should make liberal use of the same blue pencil they use to improve their copy for printed pieces. If anything, in speech writing they can lean even harder on the blue pencil, because one can read more in the same amount of time than he can hear and understand. Anyone who has attended many conventions or trade meetings will agree that the ear will only hear what the seat can endure.

A good speech is one that is timed to fit into an overall program. There are always certain business speakers who are in steady demand. Invari-

Continued on Page 20



REHEARSALS with a tape recorder give a speaker an opportunity to hear himself as an audience hears him.



LARGE TYPE and a half-size sheet help make it easy for a speaker to handle his speech material.

ably, one prime reason for their popularity is the fact they have something to say, are not abashed about saying it, and say it in short order. Often, when a man is invited as a luncheon speaker, he is given the opportunity of speaking up to half-an-hour. Generally, the good speakers will take only 15 minutes. For after-dinner speeches where they have carte blanche on time, they aim at 20 minutes. Such speakers help the program chairman make up for the bad timing in the rest of the program.

The B of our ABC's is to build on a solid foundation. That means the talk must be engineered from beginning to end. Before something can be designed or engineered, the de-

signer has to decide what he wants to make. Unhappily, many speeches are made by speakers who do not know what they want to do or where they are going.

Considerable research

To end up with something worthwhile to say, the speech writer often has to do considerable research. The library, trade journals, company files, back issues of company magazines, trade association files, government publications, industrial yearbooks and, of course, newspapers, general interest magazines and broadcast programs are all sources of material.

Having been reminded that good research is necessary, one should also be reminded that the completed speech must not reek of research, just as a good historical novel does not limp under the weight of its author's erudition. As the critic Sainte-Beuve said, "Great art conceals itself." And as far as statistics go-remember, it is easy to sink the overloaded ship.

One source of reference not usually thought of is the Bible. It is good to remember that more than 80 million people are members of some religious denomination, and therefore have some familiarity with the Bible. As everyone knows, it is full of memorable stories covering a large number of situations. Bernard Seltzer. director of publications for the Independent Grocers' Alliance of America, a skillful writer and speaker, tells a story about Billy Graham to illustrate how a biblical subject helped a commercial talk. Mr. Graham had never spoken before a commercial group on behalf of any organization. but agreed to make the keynote address at the company's 30th anniversary convention in New York. His staff asked for background information on IGA, but nothing that was sent seemed to satisfy. Then an IGA staff man recalled that 30 years before the company magazine had carried the Ten Commandments of good business written by the founder. It was the perfect tie-in needed by the gifted evangelist.

Comi

Th

that s and t

before

make our j

his m

before

comn

nation speak

be a s

In

peopl

lic rel

be co

a pre

and '

have

That

of ma occur

learn

and t

the ta

Engli

full (

press

out a

come

copy.

the s

addre

So, th

up so

will 1

some

lation

the ta

think

drag

corny

Henr

No

close

talk.

he is

office

that

near

reflec

his p

want

shou

Th

Th

"Ghost writing"

This is a good point at which to bring up the term "ghost writing." For some folks, the term has a connotation of something unethical. There may be cases where unethical influences are brought to play in the preparation of a speech by one person for use by another, but certainly there is no good reason for censuring the act as such. The public relations practitioner in preparing a talk for a senior officer is simply doing a job that needs doing for the company. His task is very similar to the one of the treasurer in preparing a financial statement, or the secretary of a company in writing a letter to a stockholder, or the advertising copy writer in preparing an advertisement. All of these statements are made in the name of the president. He does not prepare them, but he is the symbol of the company. In the same sense, the public relations worker in writing a talk is doing the job the president or senior officer would do if he had time.

If the officer happens to be the head of a large company with a great many things on his mind, it is rather obvious that he is not going to have a clear idea of the full talk he would like to make. But he does have certain ideas that he wants to put across. The writer's first task, therefore, is to go to him and to get those ideas. They become the backbone of the talk.

· CLIFFORD G. MASSOTH is Public Relations Officer, Illinois Central Railroad, Chicago, a position he has held since 1956. Mr. Massoth began his career with the railroad as a merchandise agent, and then became a traffic agent. After that he was assistant editor, then editor, of the company publication. In 1950 he was placed in charge of the public relations staff. An accomplished public speaker, Mr. Massoth has delivered many speeches on railroading and industrial editing. .

Common-sense people

tzer.

nde-

mer-

tells

llus-

ed a

had

rcial

tion,

iver-

His

rma-

was

IGA

efore

d the

iness

the

ifted

h to

ing."

con-

nical.

hical

n the

erson

there

g the

prac-

enior

needs

sk is

reas-

state-

pany

older,

pre-

these

ne of

epare

f the

pub-

alk is

enior

e the

great

ather

have

vould

ertain

. The

to go

They

The next step is to do something that some speech writers fail to do, and that is to go to the organization before which the officer is going to make his talk, and say, "I'm giving our president a hand in preparing his material." It may be a university before which he is going to delivery a commencement address; it may be a national association where he will speak at the annual meeting, it may be a service club.

In most cases, he will be talking to people like himself, people with public relations responsibilities. They will be common-sense people who know a president hasn't the time to sit down and write and rewrite a talk. They have information the writer needs. That visit may eliminate the chance of making a rather silly error that can occur when the speech writer fails to learn the nature of the organization and the meeting.

The writer's next step is to prepare the talk as a formal speech in proper English. That is the one that may in full or part be mimeographed as a press release. It is what will be handed out afterward to the good people who come up and say, "I'd like to have a copy."

The following step is to prepare the speech for delivery. Instead of an address, it should sound like a talk. So, the good speech writer will break up some of the longer sentences. He will throw in some half sentences—some of them one- or two-word ejaculations. These devices help to make the talk sound natural. Some speakers think they have to have jokes, but to drag in a joke by the heels is pretty corny.

Henry Ford or Marcus Aurelius?

Now the writer should be getting close to having a natural sounding talk. But he has to remind himself—he is not going to give the talk. The officer is going to give the talk, and that means the talk should be his, as nearly as possible. The speech should reflect his enthusiasms, his interests, his personal philosophy. If the writer wants to use a quote, he usually should quote a Henry Ford, not a

Marcus Aurelius. If the officer happens to read Marcus Aurelius, that is different. Then a quote from the old Roman can be perfect for the man making it.

The "C" of our little formula mentioned earlier is "put your heart into it." Obviously, one cannot put his heart into words he does not believe. The speech writer therefore must capture the true feelings and beliefs of the person who will give the speech.

An important aspect in putting heart into a talk is the use a speaker makes of his voice. John Hancock, merchandising executive with Young & Rubicam and an excellent speaker, claims most public speakers fail to use their voices to advantage. His advice is: Learn to breathe deeply and properly, because deep breathing helps to relax one. Relaxation gives the voice more resonance. Practice dropping the voice below its normal range, and also practice putting a smile into your voice. These suggestions call for practice, but with success, your voice will have a new warmth and a new authority.

Obviously, when the writer's task is to prepare a talk for someone else, he faces a wider range of problems than when he is writing only for himself. The officer who needs the speech may speak with the fervor of a homing pigeon heading for the dove cote, and for him the speech writer can open his box of adjectives. On the other hand, the officer in question may be one from whom the poignant story of the little match girl would sound like the final stock market quotation on a downtrend. Most speakers fall into a middle area where a small amount of attention to voice gestures or modulation will pay dividends.

Wire recorder as a tool

A tool of genuine usefulness to the public relations man is the wire recorder. If the officer can be persuaded to record his speech, and then hear it played back in the presence of the writer, that officer will be more amenable to suggestions for improvement.

Just a little more attention to individual words can help to make a speech successful. The speaker needs to be reminded that the accents and tones of normal speech entirely adequate for talking across a table, are not adequate for the larger audience. In the bigger room or hall, each syllable is important. Words often lose their meaning because of slurred enunciation or incorrect pronunciation.

Another point on which the writer can be helpful to the speaker is in coaching him on the speech or pace of the talk. William Gobel, recent district governor of the 65 Toastmaster clubs of the Chicago area, believes that many an audience is lost because the speaker delivers his talk at the same speed at which he normally reads. Slow down, he recommends.

In the nature of things, most talks made by company officers will be read, but they can be read in a way to minimize the objections of reading. It helps when the speech is put into easy reading form.

Loss of eye contact between the speaker and the audience is one of the hazards of the read speech. The head buried over a thick sheath of papers with the voice muffled against the speaker's chest is a sure-fire formula for losing the audience. Rehearsal is the only real solution to this problem of reading. The speaker simply has to spend the time to get the feel of his material. Here again, the wire recorder is invaluable.

Lots of words to say little

To sum up, the public relations man doing speech writing can perform a service of genuine value to the company officer by mentally putting himself in the shoes of the man who has to make the speech. The value of effective public speaking can hardly be overstated-in no other way can the personality, the human qualities, the convictions, be projected so effectively. Unfortunately, all up and down our land there are luncheon and dinner speakers who are using a lot of words to say very little. The good public relations speech writer can help to give his speaker meaningful material with memorable phrases that will be picked up by the press, that will be remembered by the audience, and that will be repeated in later conversation.

ART SHOWS on the ROAD

By John L. Normoyle

 Business and the fine arts can achieve mutual benefits in merging some of their resources in the interest of good public relations. But the businessman who contemplates this joining of forces must be prepared to accept certain limitations imposed by the high standards of fine artists.

The world of fine arts is extremely reluctant to acknowledge as true art any work which was created for a purpose other than its own sake. Purists will admire advertising or illustration art, but consider its origin sufficient grounds for refusal of recognition as fine art on its merits alone. Fine arts museums will accept financial support from industry, yet strive to protect the fine arts from even the slightest suspicion of commercial direction or exploitation.

Knowledge and understanding of this attitude have been essential to the success of a public relations program by which the Allstate Insurance Company, Skokie, Ill., builds goodwill with a traveling exhibit of paintings originally commissioned as illustrations for the company's policyholder magazine, "Home & Highway."

Illustration art

In spite of the fact that this is illustration art, fine arts galleries and art associations have played a major role in the scheduling and promoting of the show as a quality exhibit. Since the exhibit was first made available in April, 1958, it has been booked solidly 18 months in advance of current showings, the bookings being made by fine arts museums, galleries and art associations of top repute.

Obtaining the enthusiastic coopera-

tion and backing of fine arts groups for an exhibit of editorial illustrations commissioned by a private business organization for commercial purposes required careful planning from the very start. The key to the results was the elimination of commercialism from the exhibit.

The project actually began in 1954 when "Home & Highway" magazine started to use art to illustrate feature articles. The magazine had been created as a high-quality, low-pressure link between the company and its policyholders. A digest-sized quarterly, the magazine was designed for the entire family. It leaned heavily on travel and homemaking features highlighting various aspects of the Ameri-

can scene. Traffic safety articles were featured on the editorial schedule as well as informative articles on insurance problems. The publication was intended to be a gentle reminder to the policyholder that his company was there to serve him and that its interest in him ran throughout the year, not just on the dates his premium was due.

Top-flight writers, artists

The magazine gained an excellent reputation for the quality of its content and format. Given an adequate budget, the editor was able to obtain the services of top-flight writers and photographers for his publication. When it was decided to switch to

ALLSTATE ART EXHIBIT opened in New Orleans with a reception in the gallery created for the show in the midtown store of Sears Roebuck and Co.



PUBLIC RELATIONS JOURNAL

in the a Arting in Lee, or painter Dehn, waterc painting and ot as Arri

Hirsch

Peter 1

art illu tract se

Mos by "H Americ family which painting specificantists in natural a great Con

hibit,

most 1

museu

succes

we se

regula

We system consists ger in gional Canad region portur ships.
To person decide

shippi borne penses

pul tha Sup Con yea

tion

art illustrations, he was able to attract some of the best known names in the art world.

Artists whose works began appearing in the magazine included Doris Lee, one of this country's premier painters in the primitive style; Adolf Dehn, an outstanding American watercolorist; Fletcher Martin, whose paintings hang in numerous museums, and others of similar reputation such as Arnold Blanch, Cal Dunn, Joseph Hirsch, Lawrence Beall Smith and Peter Hurd.

were

e as

isur-

was

er to

was

erest

not

was

llent

con-

quate

btain

and

tion.

h to

n the

d Co.

Most of the illustrations required by "Home & Highway's" travel and Americana articles were landscapes or family scenes of a general nature which could stand by themselves as paintings without a close tie-in with specific editorial copy. Thus, done by artists of top rank, they were closer in nature to fine art than is usual in a great deal of editorial illustration.

Convinced of the quality of the exhibit, we decided to offer it to the most respected fine arts galleries and museums in the country. To do this successfully, we knew, required that we separate it from the company's regular business activities.

Ready-made distribution system

We had a ready-made distribution system in our public relations network consisting of a public relations manager in each of the company's 29 regional offices in the United States and Canada. The art exhibit offered the regional representatives an ideal opportunity to develop local relationships.

To make it easier for the regional personnel to place the exhibit, it was decided that all costs of booking, thipping and insurance were to be borne by the company. The only expenses to the exhibiting gallery were



RADIO AND TV COLUMNIST Ted Liuzza of the "New Orleans Item" takes notes during the press reception which opened show. On the table are the exhibit catalogs supplied by the company.

its normal operating and personnel expenses during the run of the exhibit—expenses which it would bear anyway even if it never saw the exhibit. Expenses of shipping the show within a given region were budgeted to the regional public relations department.

Realizing that our public relations people were not necessarily familiar with the world of fine arts, we decided it would be an excellent idea to enlist the aid of local art guilds and associations by offering them co-sponsorship of the exhibit. This proved to be the key to the ensuing success of the exhibit. Local art groups participated with enthusiasm and provided hard work in promoting the show that couldn't have been purchased. In addition to further removing the exhibit from commercialism, this move gave us an entree to and acceptance by fine arts galleries and created excellent local public relations.

As it has worked out, the local public relations representative works closely with the co-sponsoring art group in setting up and promoting an exhibit. He offers counsel, advice and assistance, but stays in the background, allowing the local art group to take all the bows and the lion's share of the credit for bringing the exhibit to the locality.

Illustrated catalog prepared

One of the first steps in activating the project was the preparation of an illustrated catalog describing the exhibit and the manner in which bookings were to be scheduled. All contact work was left to the regional public relations managers who could reserve the exhibit for a period of weeks or months and schedule showings at their discretion during this period. The regional representative is responsible for shipping the exhibit to galleries within his region and also for shipment to the next region.

Control and coordination are carried out through a master scheduling chart in the Skokie, Ill., home office. A constant check is kept by phone, wire and correspondence, each regional manager submitting an inventory when he receives the paintings and a report of their condition during the time he has them. Several weeks before he is due to release the exhibit, the regional manager is told where and how he is to ship it to another region, after which his responsibility ends.

Complete kits aid in local promotion of the exhibit. These include photos of each of the 50 paintings Continued on Page 24

• JOHN L. NORMOYLE is with The Philip Lesly Company, Chicago public relations firm. Prior to that Mr. Normoyle was Publicity Supervisor for Allstate Insurance Company, Skokie, Ill., for seven years. During his years at Allstate he set up an extensive international publicity operation.



"PRECARIOUS PROCESSION," a painting by Fletcher Martin, being admired by visitors during the showing a Baton Rouge, La., is typical of the paintings making up the company's art exhibit.

which make up the exhibit, guides for publicity, background material of "Home & Highway" magazine and the exhibit, giveaway exhibit catalogs for distribution to exhibit viewers, posters which can be imprinted with local announcements of the show, and a complete set of color transparencies for TV and newspaper use.

Copy identifies company

The promotional copy identifies the company as the owner and cosponsor of the exhibit, but contains no promotional or sales copy for the company or its products. The only thing promoted is the quality of the exhibit and the artists who created the paintings. Although the regional public relations manager may participate in press previews, receptions or other special events in connection with the exhibit during its run, there is no company personnel stationed at the exhibit and no literature is distributed other than the giveaway art catalogs.

The show is not a come-on for a sales talk and Allstate personnel are carefully instructed to refrain from introducing the subject of insurance in any phase of this program. In bending over backwards to avoid commercial exploitation of this exhibit, the company has received many accolades. A great deal of editorial comment has been given to this merger of business and fine art, with kudos going to the sponsoring company and the hope expressed that more business firms would become art patrons.

Many unusual situations have arisen. In the case of the New Orleans showing, the local art guild was an enthusiastic co-sponsor of the exhibit and had the support of the local fine art galleries. But, scheduling difficulties arose and it was impossible to reconcile the availability of the exhibit in the area with open dates in the galleries' schedules. The regional public relations manager was forced to improvise.

Allstate is a subsidiary of Sears Roebuck and Co., so he turned to the New Orleans Sears store manager for assistance. Most of one floor in the Sears midtown store was cleared and a gallery was created for the exhibit Opening night found Mayor Morrison and his wife among the civic and social leaders and media representatives attending a reception held by the An Association Guild of New Orleans. During the two weeks the exhibit was in the midtown store, it attracted overflow crowds of art lovers, a situation which was repeated when the exhibit was transferred to another company store in a suburban New Orleans shopping center for another two-week showing. The store managers are convinced that fine art is one of the greatest of merchandising projects and are making plans for further use of the exhibit facilities they had built for the show.

In Memphis, Tenn., the inclusion Continued on Page 26



ing a

Sears

to the

in the

xhibit.

nd so-

ne Anterleans.

pit was racted situaten the nother New nother manais one g proj-

further

ey had

clusion age 26

TIME IS RUNNING OUT

RESERVE SPACE NOW IN 1960-61 PUBLIC RELATIONS REGISTER

If you want to reach the spokesmen of business and industry, the key men and women whose voices are heard in management meetings everywhere . . . if you want to create preference identity for your company . . . if you want year round impact with one single advertisement . . . order your space now in the PUBLIC RELATIONS REGISTER.

WHY PUBLIC RELATIONS REGISTER WORKS FOR YOU

- FIRST, because PUBLIC RELATIONS REGISTER is more than a directory of leaders
 in public relations. It is a symbol of the priceless bond that exists between men of
 stature and ability, between articulate men, whose words carry great weight.
- SECONDLY, because your message is noted day after day, week after week for one
 full year. The PUBLIC RELATIONS REGISTER is consulted daily not only by practitioners of public relations but also by those who seek advice on public relations.
- THIRDLY, your message is appreciated by all dedicated Active and Associate Members of PRSA. They know that your communication helps enlarge the scope of PRSA activities. What benefits public relations also benefits you.

Select from the schedule below the size space that suits you best.

	DISPLA	Y RATES											WIDTH	DEPTH
1	page	\$400.00											7	10
1/2	page	225.00											61/2	41/2
1/4	page	125.00			۰		٠						31/4	41/2
1/8	page	75.00											31/4	21/4

APRIL IS LAST CHANCE

For immediate attention to your order, send it today to Gus Lewander, Advertising Director, Public Relations Society of America, 375 Park Ave., New York 22, New York.

MOTION PICTURES SLIDE FILMS

Putting ideas across is a science. Evolving them is an art. It takes both to assure measurable results.

> Write for our booklet "How Much Should a Film Cost?"

HAIG PATTERSON 186.

SOUND BUSINESS FILMS

15 East Bethune Avenue Detroit 2, Michigan

> The Talbott Tower Dayton 2, Ohio



"All Americans are joiners!"

Walter Drey, Inc., Mailing List Consultants, have released an important 8-page Report rediscovering Tocqueville's America with listings of today's American joiners. Walter Drey himself wrote the Report: also the 8-page Report on the development of a list of one million American Highbrows and Middlebrows, published at \$1.00 each. Readers can obtain both Reports by sending \$1.00 to Dept. PR-4.

WALTER DREY, INC. 257 Fourth Ave., New York 10, N. Y.

Mailing Lists Consultants



IT'S

BACON'S

for

COMPLETE COVERAGE

of MAGAZINES!

BACON'S CLIPPING BUREAU E Jackson Blvd

• There's only one way to get complete and reliable clinping coverage of magazines. BACON'S is the specialist in maga-zines. 25 years experience has built a complete list and unmatched methods for clipping ac-curacy, BACON'S is a must!

Ask for Bulletin 59.

11

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER

— the bible for building accurate lists. 352 p.p.— \$25.00 with quarterly revisions sent on approval.

in press packets of full-color transparencies of the artworks in the exhibit was hailed as a master stroke by the "Commercial-Appeal" which has ROP color. Editors said that this was the first chance they had to reproduce such works of art in full color and made the most of the opportunity.

The experience of the exhibit indicates that there is a sizable potential for business-subsidized art in public relations, particularly in the Southern states. Southern tradition of appreciation of the finer things of life, including art, thrives in spite of the fact that major art exhibitions often bypass that section of the country.

Of course, the success of the exhibit is due mainly to the quality of the art itself and the reputations of the painters. The show was reviewed by the newspaper art critics of cities in which it appeared and uniformly acclaimed as being "fine art," although the paintings were originally commissioned as editorial illustrations.

But apart from the intrinsic value of the paintings, the public relations handling of the exhibit . . . its freedom from commercialism, the invited participation of local art groups, the deliberate underplaying of the company identification . . . in short, the tempering of usual commercial promotion practices in deference to the sensibilities of the fine arts world . . . is what really put the show over and will continue to keep it in demand.

Here is the latest indication of the success of the traveling art exhibit. At the close of 1959, at the request of several of the field public relations representatives, a second art exhibit, consisting of 30 paintings, was released. This exhibit was designed for use in communities which could not offer the gallery space or facilities available in larger population centers.

This second exhibit will be used in retail outlets, schools, bank lobbies, etc. The paintings are smaller in size but most of the artists featured in the original show are represented. The new exhibit, announced last year end, is booked through June, 1961.

The returns in goodwill and enhanced stature for the company promise to continue as long as there are people with a desire to see good art.



*A UNIVERSAL BARGAIN

The

preser

Fashio

years

May

Wagn

of nor

award

How

Du

and th

ton F

into a

States

tions 1

how a

strates

a pub

presti

and co

"Le

be an

public

is mu

than t

effecti

cision

it oug

look a

As

indust

ural i

Coun

And

Public Relations Journal Binders

Made of green simulated leather, each binder holds a complete volume —twelve issues—of the Public Relations Journal.

These attractive, gold-imprinted binders will enable you to keep your Journal copies handy for quick ready reference.

Write or call us today. Only \$3.50 each, and we pay the shipping charges.

CIRCULATION DEPARTMENT

Public Relations Journal 375 Park Ave. New York 22, N. Y. PLaza 1-1940

An Award Can Be A Public Relations Plus

By Ernest Stewart

• A hush fell over the Congressional reception. The Secretary of Agriculture stepped to a rostrum flanked by bales of cotton. He handed a large crystal bowl to a chic little lady, who almost dropped it.

The lady was fashion designer Adele Simpson; the occasion, the presentation of the first annual Cotton Fashion Award in Washington, seven years ago.

Another bowl will be presented in May by New York Mayor Robert Wagner and already the long process of nominations for the eighth annual award has begun.

How and why of the project

her,

ela-

ted

our

ady

3.50

ping

During the years between the 1953 and the 1960 presentations, the Cotton Fashion Award has developed into a major phase of the United States cotton industry's public relations program. An examination of the how and why of this project demonstrates that an annual award can be a public relations plus in terms of prestige and good will in government and consumer relations.

"Let's give an award" is likely to be among the suggestions at many a public relations planning session. It is much easier to propose the idea than to determine whether it will be effective in a given situation. The decision can seldom be made offhand; it ought to be based on a good hard look at the overall program objectives.

As representative of the raw cotton industry—one of the largest agricultural industries—the National Cotton Council studied the question for a

long time before deciding to add a fashion award to its fiber campaigns. In those years, an urgent problem was to develop an extensive public relations program of product promotion utilizing news and feature services, radio recordings, television films and other basic media to tell the cotton story. These services established the Council as a reliable source of information among all segments of the press, radio and TV. At the same time, the Maid of Cotton tour, built up gradually each year, projected a graphic conception of cotton as a high fashion fiber.

By 1953, these programs having laid a foundation for a number of special projects, the idea of a fashion award became a practical possibility. There were several technical considerations to be faced in making the decision: the question of cost, mostly to be spent on creating an appropriate garden party setting for the presentation; also, the fact that any award should not be a one-shot project but, once started, should be continued on an annual basis. Another consideration: would the award fit into an overall public relations pattern? It seemed that it would.

High fashion fiber

Through the years the Cotton Council has stuck to one basic public relations objective—to identify cotton Continued on Page 28



GLAMOROUS FASHIONS from the collections of name designers are modeled on the lawn of Gracie Mansion, New York, in fashion show following Mayor Robert F. Wagner's presentation of the 1959 Cotton Fashion Award.

as a high fashion fiber. This approach is based on the concept that style leadership originates in a small circle of fashion designers, editors and retailers, and spreads from there to every corner of the nation. Acceptance by this group creates prestige and luster that not only influence women's fashions, but also rub off on men's and children's styles. Clearly, a cotton award would enhance cotton's reputation among these gatekeepers of fashion opinion.

The problem of cost was solved when a group of manufacturers producing high-style, branded fabrics, approached the Council with a plan for cooperative financing of a cotton award.

Determining winners

The next question was how to determine the annual winner. It was imperative that the selection be left up to an impartial and authoritative panel, wholly independent of the sponsoring organizations. Accordingly a blue-ribbon group of fashion editors and retail store executives was asked to serve as judges.

Committee members were asked to submit several nominations. Names of ten designers who were nominated by at least three members of the committee then were placed on a mimeographed ballot. Committee members were asked to indicate their first, second and third choices. Scoring was on the basis of one point for a first-place vote, two for a second and three for a third. The designer with the lowest score was therefore the winner.

• ERNEST STEWART is general manager of sales promotion for ' the National Cotton Council of America. He joined the Council a few months after its organization in 1939 and has been associated with its public relations and sales promotion activities for the past 20 years. He began his career on the staff of a weekly newspaper in Mississippi and later joined the Mississippi Advertising Commission. He joined the Council staff as public relations assistant and later became manager of public relations. .



1959 COTTON FASHION AWARD: Boswell Stevens (left) president of But a National Cotton Council, Pauline Trigere (center), winner of the 1959 Cotton by cor Fashion Award, and Mayor Robert F. Wagner (right) of New York, who made sels, as ciesthe presentation. that se

The same system has been continued in subsequent awards, with previous winners barred from nominations. The membership of the selections committee has been changed slightly each year, so that by 1959 only three members of the original committee were still serving.

Vice President makes presentation

Vice President Richard Nixon made the presentation of the 1954 award, and Senator Allen J. Ellender of Louisiana, chairman of the Senate Agriculture Committee, presented the 1955 award. The first three awards were given in Washington as a part of the Congressional reception for the Maid of Cotton.

Maid of Cotton

In 1956 is was felt that the Cotton Fashion Award had achieved a status independent of the Maid of Cotton, and the ceremony was moved to New York along with its own fashion show. Mayor Wagner agreed to make the presentation yearly to a designer at a lawn party at Gracie Mansion.

May 14, the opening date of National Cotton Week, was selected as

ing edi the date for the award presentation 1. The text for a proclamation having tive he been submitted to City Hall well in the sto advance, the Mayor proclaimed Na ample tional Cotton Week prior to present "Mi ing the fashion award. This gave the busine ceremony, as well as the fashion show do. As which followed, a timeliness that \$100 helped insure widespread newspaper "Ar and newsreel coverage. If so,

Hov

taking

indica

No

Inc

lici

seli

COL

Un

VIPs invited

Audiences at the presentation cere Ameri monies have consisted of invited dig- 1959. nitaries of government, the textile 2. industry and the fashion world. Not This k only have the audiences themselves notation added an extra touch of glamor to the it's be proceedings, but also they have seen Examat first hand how cotton is being used "Ev as the material for fine fashions. While mouth difficult to measure in concrete terms, this effect has proved of immense value in terms of the cotton industry's overall objectives.

Thus, the moral appears to be, that an annual award can be a most effective facet of public relations, 50 long as it fits into an overall pattern. so long as it is directed to an important "public" and so long as it is carried out on an impartial, permanent basis.

Will the Editor Read It?

By Ronald N. Levy

• An editor's interest can be either awakened or killed by opening sentences-the leads-of written material released by public relations practitioners.

How many types of leads are there? Surely, the number is almost infinite. ent of But a study of 270 stories—released Cotton by companies, public relations counmade sels, associations and advertising agencies-reveals ten basic story leads that seem highly effective in interesting editors.

tation 1. Question the reader. The objechaving tive here is to involve the reader in well in the story as quickly as possible. Exed Na amples:

resent "Mister, have you a good head for we the business? The hat industry says you n show do. American men spend more than s that \$100 million on headgear annually."

spaper "Are you an American and a half? If so, the odds are that you will be taking a trip this year, for statistics indicate that 1.5 out of every two n cere. Americans will travel somewhere in ed dig- 1959,"

textile 2. The historical lead—with vigor. d. Not This kind of lead helps avoid the trite nselves notation of how many thousand years to the it's been since such-and-such began. re seen Examples:

"Even before Jonah met that big-. While mouthed fish, people understood the

ig used

terms.

mense

lustry

e, that

ost ef-

ons, so

attern.

an im

as it is

perma

importance of knowing how to swim."

"Ever since cavemen learned that there's more than one way to skin a tiger, forms of education have varied."

3. The "inside story" lead. This promises the reader that the story will give him facts which relatively few people know.

"Half of America's 2,000,000 diabetics don't know they have the disease, another 4,750,000 will one day



"While you, at graduation ceremonies this year, are applauding your favorite senior, a Bantu tribesman will be painting his."

get it, one out of four of us is a diabetes 'carrier'-yet few people really understand what diabetes is . . . how it works . . . and what can be done to avoid it."

"We eat it, wear it, even sleep on it—yet few people really know much about that fascinating fiber: cotton."

4. The rhyming or alliterative lead. This entertains not only because of the euphony but also builds up a bit of suspense as to what the subject is.

"Salesman and bailsman, office worker and soda jerker-these are

a few of the jobs held by those millions of Americans who are now studying a foreign language."

"Tool, tonic, sometimes symphonic, lighting plays a major role in determining your mood, comfort and appearance."

"Men have died for it, women have lied for it, billions of people have sighed for it. It's love-and what a history it has had!"

"Leaks? Squeaks? Drains? Mains? Which are the plumber's biggest headaches?"

5. The prediction. The usefulness of this lead isn't restricted to stories about the future. Often, it can be used on a feature that dramatizes the importance of a recent innovation.

"If you are now in your 20's or 30's, plan on living to be 80 or 90. Many children born now may well see the year 2060. That is the promise of hormone research going on right now."

"Consider the possibility of ski lifts, enclosed in clear plastic, connecting the tops of a city's tallest skyscrapers . . . a municipal building one mile high . . . a whole city with walls of gleaming stainless steel."

6. Entertaining sound. Presently, leads of this type are among the freshest to cross an editor's desk.

"Thump! Thump! Thump! Thump! It happens over 100,000 times a day: your heart gulps in a few ounces of blood, then pumps out a fresh supply."

"Sing it: meeeeeeeeee. Me-me-meme-me! The melody isn't important, but the word counts for a lot-it's the key to selecting good design."

7. The quote. Because so many writers use this lead, many feel that it's wise to use little known quotes.

Continued on Page 30

· RONALD N. LEVY is President of North American Precis Syndicate, Inc., New York. He has placed publicity with publications throughout the country and has worked with scores of public relations counselors, advertising agencies and companies. He is a graduate of the University of Pennsylvania.

Classified Advertising

When answering advertisements, please address as follows: Box Number, Public Relations Journal, 375 Park Avenue, New York 22, New York.

RATES: \$1.25 per line, four line minimum. Payable in advance.

SMALL OFFICE SPACES AVAILABLE

These offices are in the convenient Grand Central area. Furnished, air-conditioned, ready to move into. Favorably priced, shortterm commitment if desired. BOX ED-4.

Calling Public Relations firms all countries: I find the clients and you service them. BEHAR, 17 rue St-Romain, Paris 6, France.

Help Wanted

Editor, 8-page, monthly publication. Also write releases, scripts, etc. Prefer college grad, under 33, with newspaper, radio or TV news experience. Chance to join Public Relations Department of well known industry association. Send resumé, photo. Indicate salary. Box FB-4.

Positions Wanted

PROMOTION MAN. Only 30 years old. Campaigns conceived and executed. Industrial tie-ins, Contacts in TV, amusement, theatre, industrial, civic, community relations fields. Can reach large audiences economically. Box PR-4.

LABOR WRITER-RESEARCHER, union staffer, M.A. sociology. Wage, classification studies; editorial. Desires public relations agency situation. Box KB-4.

Editor, 26, 4 years' experience daily newspaper, financial press. Proficient all departments. Seeks public relations spot in New York City. Box BD-4.

Adm. Asst., 32, B.A. +1 yr. pub. rel. grad. study, Boston Univ. Recent corp. pub. rel. exp. +3 yrs. supervising company film services. Will relocate. Box HN-4.

Next Deadline
For Classified Ads
April 4, 1960

"'Beauty,' says an old Spanish proverb, 'is the compliment a wise woman pays to the man she loves'."

"'The man who converseth well,' said Cato the Elder, 'may change his world'."

"'One reason many people don't accomplish as much as they should,' says a top automotive executive, 'is that they work too hard'."

8. The pun. Editors may wince at a pun, but often they grin—and bear it—to the composing room. Of course, the pun must be good.

"If your grass is pleading, 'I want to be a-lawn,' here's down-to-earth advice."

"Any way you look at it, the female figure is impressive. Women vote 70 per cent of all corporate stock, spend 80 per cent of all family income, have ownership interest in 500,000 small businesses."

"Rug care needn't be rugged."

"Are you itching to scratch poison ivy from the list of problems you may run into this summer?"

9. The "while you act" lead. Like the question lead, this quickly involves the reader in the story—and is especially useful when the question would have to be one that the reader obviously can't answer.

"While you, at graduation ceremonies this year, are applauding your favorite senior, a Bantu tribesman will be painting his. The Eskimo student paddles his way to a diploma."

"Next time you drive under an over-the-highway bridge . . . or pause to admire a huge water-spanner . . . give a thought to the days—just 500 years ago—when most people thought a bridge could be built only with the help of the devil!"

10. The promise. This businesslike approach tells the reader quickly and plainly just how he will benefit by reading the story.

"Even if you're a skilled driver with more experience than average, the odds are that you can still cut car operating costs—save good money on gas, oil and tires—by keeping your car in more efficient condition."

"If you're carrying around too much you, take heart—50 million other Americans face the same weighty problem. If you'll settle for



ROAD

tics of

Dovrin

Uni

· Dr.

this b

experi

tion b

presse

more

the U

additi

teachi

cation

quite

tuan i

graph

of dis

Th

and f

proce

partic

nicati

for "

"prop

which

but n

in the

pitch

speec

Dr.

comn

atten

on to

section

which

the e

it an

listen

ing c

his ai

eign

ested

Th

To

Sh

Thi

"Ever since the caveman learned there's more than one way to skin a tiger, forms of education have varied."

a weight loss of two pounds weekly, this diet will take a load off your mind also."

Though other types of leads are readily discernible—the statistic, the contrast, the simile, the anecdote and the definition are examples—it will probably never be possible to categorize all leads, nor to reduce lead-writing to a formula. This is a good thing. Would any practitioner want a formula for such creative activity?

Only A. P. S. covers all radio and television, every month, and with all media—scripts, film and transcriptions. Write for details.

A. P. S. ASSOCIATES 10 East 39th St., New York MU 3-9288

Can you influence other people's opinions and attitudes?

You'll learn how opinions can be altered, how people can be influenced, in **PERSUASION**, the provocative new book by H. I. Abelson. Here is the essence of more than 100 case histories and studies showing how opinions and attitudes are changed. Add more persuasive power to your own communications by ordering your copy today:

PERSUASION by H. I. ABELSON Order from

SPRINGER PUBLISHING CO. 44 East 23 Street, New York 10, N. Y.

Also available at bookstores

Books in Review

ROAD OF PROPAGANDA: The Semantics of Biased Communication, by Karin Dovring, Philosophical Library, Inc., New York, 1959. 158 pp. \$4.75.

Reviewed by Abbott Washburn
Deputy Director
United States Information Agency
Washington, D. C.

 Dr. Dovring has demonstrated in this brief book that she not only is an expert on techniques of communication but also on communicating.

arned

kin a

ried.

eekly,

your

s are

c, the

e and

t will

tegor-

-writ-

thing.

a for-

.

and

all

rip-

can be

be in-

N, the

y H. I.

nce of

stories

opin-

anged.

wer to

by or-

ELSON

er from

Y.

This Swedish scholar has compressed into 134 pages the findings of more than five years of research in the United States and in Europe, plus additional years of study, writing and teaching in the field of mass communication, and she has kept the product quite digestible in spite of this gargantuan intake. The 24 pages of bibliographical annotation show the extent of distillation.

The book examines the structure and function of the communication process among human beings, with particular attention to "biased communication." This term is a euphemism for "propaganda." Dr. Dovring says "propaganda" is a term in ill repute which "nobody wants to talk about but nevertheless everybody uses."

She regards biased communication in the broadest sense, embracing sales pitches, religious sermons, political speeches and writings.

To wield the influence he seeks, Dr. Dovring believes, a purposeful communicator must first attract the attention of his listeners, then hang on to their interest. The book's three sections analyze the means through which a skilled communicator gets the ear of his audience, how he keeps it and how, having got people to listen, he influences either their thinking or their actions, depending upon his aims.

Those who work at informing foreign peoples will be especially interested in Dr. Dovring's development of the first of these three points-how to get the attention of the audience. She correctly names the learning of the listener's language as the initial step in this process. The learning, she says, must embrace not just the usage indicated in formal language courses but also the colloquial variations of a language, not just what the dictionary says a word means but what a local resident means when he uses the word. That these can be two quite different things anybody would agree who has ever gone to a foreign country and tried to conduct business in another tongue.

Having spanned the language gap, Dr. Dovring says, the effective communicator bids for an interested audience by setting himself firmly on as large a piece of common ground with his audience as he possibly can, and he enlarges the acreage as he proceeds toward influencing his listeners.

The little volume is addressed to people on both the sending and receiving ends of mass media messages. By helping the alert listener to understand the communicator's motives and techniques, it will guide his arrival at a conclusion based more on the merits of the message than on the winning ways of the messenger.

As for the communicator, it will prove instructive to the beginner. I think, however, it will be somewhat nonplusing to the trained practitioner who has been employing all these complicated techniques in his daily work, automatically and without stopping to think about how complicated they are. The book may do to him what the toad did to the famous centipede. She was happily going her multi-legged way, you remember, when the toad raised the question of which leg went after which. This sudden confrontation with the intricacies of her method of operation, as the rhyme put it, "worked her mind to such a pitch, she lay distracted in a ditch, considering how to run." •

Professional Directory



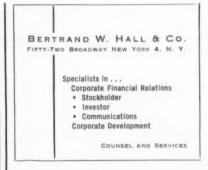
JONES, BRAKELEY & ROCKWELL, INC.

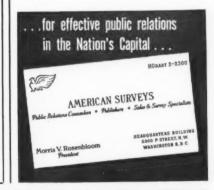
515 Madison Avenue New York 22, New York

Henry T. Rockwell, President

Public Relations

Would you like to see a short graphic presentation on public relations for associations? It shows how public relations planning and techniques are now being used to help achieve the objectives of two associations. We'll be glad to show it to you Time: 20 min.





PUBLIC RELATIONS INCORPORATED

PROFESSIONAL COUNSELING IN THE WEST

CLAUDE RAMSEY, PRES. . 510 MILE HIGH CENTER . DENVER 2, COLO . TAbor 5-7255

CHALLENGE TO PUBLIC RELATIONS

Editor's Note: Mr. Earl W. Kintner, chairman of the Federal Trade Commission, gave a talk on February 16th to a well-attended meeting of the Public Relations Society of America's New York Chapter. His subject was "The Challenge to the Public Relations Profession."

In his introductory remarks he referred to "the dramatic disclosure of rigged quiz shows and payola." He added that "advertising now faces what some call a 'crisis of confidence'," and that "There seems to be no doubt, however, that a problem which has always existed — that of the public's confidence in advertising and in public relations generally — is now at a significant intensity."

Mr. Kintner continued with information and comment pertaining specifically to advertising, and the press gave considerable coverage to his statement. He concluded with the following paragraphs beamed more directly at public relations people:

• "Public relations experts must now carry forward the efforts of the Federal Trade Commission and of the advertising industry to eliminate the practices which have produced the present crisis. The public relations adviser occupies a uniquely influential position in the higher councils of business management.

"I know that, through this association, you have been striving to develop a professional atmosphere in the work which you are doing, but it is difficult to circumscribe within a single profession good judgment in dealing with the public. The present situation presents you with a real opportunity to do what your profession calls for you to do. The advertising side of management must be concerned with sales and may be tempted to lose sight of public relations problems in a single-minded determination to sell.

"Despite the warnings and dramatic developments of recent months, and the efforts of advertising groups to respond to them in statesman-like fashion, the enthusiasm for sales may lead to trouble. Management, when in a competitive fight, can lose sight of the public and turn a more sympathetic ear to the sales-minded ad man. Your challenge and your opportunity is to remind the maker of business policies of the importance of public relations meaning good public relations.

"Good public relations for any business enterprise means staying out of trouble, and that means staying out of trouble with the Federal Trade Commission. Many factors must be considered in the making of business decisions. The public relations adviser must point out that to so conduct one's business to invite an FTC complaint is a mistake. No one is in better position than the public relations adviser to make a plea for avoiding damage to public reputation which may come from a Federal Trade Commission

order. An FTC order lasts forever. Competitors know it and never forget it. Any short term advantage from the sales standpoint in a deceptive practice may be far outweighed by the long term damage to reputation. The commission's purpose is to enforce the law and not to assassinate reputations.

"'Public relations' does not lend itself to easy definition. The profession itself is only now becoming recognized for the great force that it could be. Public relations must mean creativeness and must never get on the side of the kind of conservatism which results in saying 'no' all the time. The challenge to the profession is to channel its creativeness well within the law.

"Donald S. Frost, Chairman of the Association of National Advertisers, asked some important questions at the ANA meeting on February 2- ' ... is it not advisable for the advertiser in his own best interest to give himself some margin for error? When there is a question in his mind, should he ride right on the lip of legality? Would he not be better off to advertise on the basis of what he should say in the eyes of the public, rather than what he could say in the eyes of the law?' You must realize the only answers to these questions which can provide an intelligent basis for future action by your profession.

"Public relations can be a useful, vital influence in American business which is now giving a belated recognition to the real importance of the profession. With this recognition, public relations people should put themselves on the side of the truth and use their ever greater influence to encourage management to avoid the bad public relations practices which even approach violations of the law."

FIR

Publishing Phenomenon . . . The Urban and Suburban Weekly

Get the facts on this and other timely topics in our current newsletter... You are invited to add your name to our regular mailing list without charge or obligation... Write today to:

LUCE PRESS CLIPPING BUREAU 157 Chambers St., N. Y. 7, N. Y. BArclay 7-8215



Your priceless advantage when you fly Pan Am—world's most experienced airline

proublic elves

their urage ublic ap-

FIRST ON THE ATLANTIC . . . FIRST ON THE PACIFIC . . . FIRST IN LATIN AMERICA . . . FIRST 'ROUND THE WORLD



AND HOW IT GREW!

Telling the story of how a company got its growth can be difficult at best. It can also be a time consumer. And how can you be sure you tell it most effectively to precisely the right audience? There is a way, successful companies and PR agencies are finding, thanks to the professional help of The Jam Handy Organization.

The Columbia Gas System did it dramatically and compellingly with a recent Jam Handy production "These Are My People." With live action and animation, this color motion picture intro-

duces widely different groups to the small blue natural gas flame, shows how gas is discovered, how it gets from the well to the consumer and what it does for him.

If you have a message you want to put across vividly—whether it's the story of a company and how it grew, the development of a new product or a story to be explained in detail to trainees—we'd like to help. For information on our production facilities, our experience and prices that are right, call

The JAM HANDY Organization

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES . DRAMATIZATIONS . PRESENTATIONS . VISUALIZATIONS . SLIDEFILMS . TRAINING ASSISTANCE

ral gas well to

whether opment inees—

SIAM

STate 2-679